

Message Text

MRN: 1978MANILA005499 SEGMENT NUMBER: 000001 ERROR READING TEXT INDEX

FILE; TELEGRAM TEXT FOR THIS SEGMENT IS UNAVAILABLE

ADP400

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ACTION EA-12

INFO OCT-01 ISO-00 HA-05 PA-01 CIAE-00 INR-10 NSAE-00

/029 W

-----013922 061050Z /10

P R 060930Z APR 78

FM AMEMBASSY MANILA

TO USICA WASHDC PRIORITY

INFO SECSTATE WASHDC 4011

CINCPAC

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FOR: SECSTATE EA/PHL; CINCPAC USICA ADVISOR; USICA/EA AND ECA

BY A FAPE BOARD MEMBER TO ITS EXECUTIVE DIRECTOR FOR A FOLLUOW-UP SEMINAR/WORKSHOP WITH U.S. RESOURCE PEOPLE ON FINANCING PRIVATE EDUCATION.

U.S. STUDENTS TO STUDY HERE? -- THE MCCAFFREY VISIT ALSO OPENED THE DOOR TO FULFILLING ICA'S MANDATE TO INCREASE THE TWO-DAY COMMUNICATION FLOW BETWEEN THE U.S. AND RP. AFTER READING ABOUT UPACIFIC'S INTERNATIONAL PROGRAMS IN A CATALOG FURNISHED THROUGH ICA FOR THE VISIT, FAPE PRESIDENT ABE FELIPE URGED MCCAFFREY TO CONSIDER SENDING STUDENTS HERE FOR THEIR JUNIOR YEAR ABROAD. SUCH EXCHANGES WERE ONCE FAR MORE NUMEROUS THAT AT PRESENT. THE POST WILL FOLLOW UP.

VOLSPKR TALKS ON PRESS -- THE ROLE OF THE MEDIA IN THIRD WORLD COUNTRIES WAS THE GENERAL TOPIC OF TWO DISCUSSIONS AT TJCC FEATURING VOLSPKR RAY HIEBERT. LIVELY AUDIENCES, COMPOSED OF FORTY OR FIFTY PEOPLE ON EACH OCCASION, INCLUDING SEVERAL PRIMARY AUDIENCE MEMBERS, RESPONDED WITH INTEREST AND COMMENT ON THE TALKS OF HIEBERT AND HIS FILIPINO COUNTERPARTS. ON THE FIRST AFTERNOON, HIEBERT SHARED THE PODIUM WITH NORA QUEBRAL, SPECIALIST IN DEVELOPMENT COMMUNICATION T UP LOS BANOS. THEY ADDRESSED THE SUBJECT, "THE ROLE OF MASS MEDIA

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IN NATIONAL DEVELOPMENT." ON THE SECOND, HE AND NEAL CRUZ MANAGING EDITOR OF THE DAILY EXPRESS, DISCUSSED "THE PRESS AND THE THIRD WORLD." ON BOTH OCCASIONS, HIEBERT FRANKLY SPOKE FROM THE POINT OF VIEW OF ONE EXPERIENCED MAINLY IN THE AMERICAN CONTEXT,

STRESSING THE LOCAL DIVERSITY OF THE AMERICAN MEDIA AND THE BENEFITS IN BOTH EFFECTIVENESS OF COMMUNICATION AND INDEPENDENCE THAT SPRING FROM THIS DIVERSITY, HE WAS, HOWEVER, SO RECEPTIVE TO ARGUMENTS FROM HIS CO-SPEAKERS AND OBSERVATIONS FROM THE AUDIENCE THAT HE IMMEDIATELY ESTABLISHED RAPPORT WITH GROUPS WHO ARRIVED AT THE MEETINGS WITH FUNDAMENTALLY DIFFERENT EXPERIENCES AND GOALS. THE Q&AS WERE EXCHANGES IN WHICH BOTH SPEAKERS AND AUDIENCE EXAMINED THE POSSIBILITIES FOR MASS COMMUNICATIONS IN THE PHILIPPINES AND THE THIRD WORLD TODAY. HIEBERT ALSO PARTICIPATED IN A ONE HOUR VIDEOTAPE SESSION WITH WELL-KNOWN COLUMNIST DOROY VALENCIA ON THE TOPIC, "THE PRESS AND THE THIRD WORLD." THIS PROGRAM IS TENTATIVELY SLATED TO BE USED ON THE NATIONAL PRESS CLUB'S "MEET THEPRESS" SHOW SOMETIMES DURING THE NEXT FEW WEEKS.

BASE PUBLIC AFFAIRS OFFICERS MEET AT USIS (IT WAS STILL*) --
A DISCUSSION OF TSHE PUBLIC AFFAIRS IMPLICATIONS OF CERTAIN PUBLICLY ANNOUNCED FEATURES OF A POSSIBLE NEW BASES AGREEMENT (E.G., INTRODUCTION OF A PHILIPPINE BASE COMMANDER) HIGHLIGHTED A ONE-DAY MEETING LAST WEEK HOSTED BY USIS AND ATTENDED BY THE BASE PUBLIC AFFAIRS OFFICERS AND THEIR STAFFS FROM SUBIC AND CLARK. OTHER IMPORTANT TOPICS IN THIS VERFFRUITFUL SESSION INCLUDED COORDINATION WITH THE EMBASSY ON PUBLIC AFFAIRS GUIDANCE AND WORKING TOGETHER ON HOW TO DEAL WITH THE MEDIA WHEN IRRITANTS ARISE AT THE BASES. IN GENERAL, WE CONCLUDED THAT SYSTEMS WE HAVE EMPLOYED ON COORDINATION ARE WORKING WELL. A DISCUSSION OF USIS PLANNING, AUDIENCE IDENTIFI-CATION AND PROGRAMMING WAS USEFUL TO OUR COLLEAGUES FROM THE BASES. HOPING TO MAKE THIS A QUARTERLY ROTATING EVENT, WE IDENTIFIED TOPICS FOR THE NEXT MEETING, INCLUDING A COMPARISO OF RESOURCES WHICH COULD BE TAPED FOR MUTUAL BENEFIT.

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PRESENTATION TO UP- THE POST THIS WEEK OFFICIALLY DONATED TO THE UNIVERSITY OF THE PHILIPPINES, SCHOOL OF MUSIC, A SIGNIFI-CANT COLLECTION OF PIANO SCORES OF AMERICAN WORK SINCE 1900. THE MUSIC, ORIGINALLY RECEIVED HERE FOR USE BY PROSPECTIVE PARTICIPANTS IN THE UPCOMING ROCKEFELLER-KENNEDY FOUNDATION PIANO COMPETITION, WAS WELCOMED BY (NEWLY APPOINTED) DEAN RAMON SANTOS AND OTHER FACULTY MEMBERS AS A CONSIDERABLE ADDITION TO THE UNIVERSITY'S COLLECTION OF AMERICAN MUSIC. UP MUSICIANS HAVE DEMONSTRATED KEEN INTEREST IN EXPANDING THEIR COLLECTIVE REPETROIE OF CONTEMPORARY AMERICAN CLASSICS. THE POST VIEWS THIS AS AN AREA IN WHICH A SERIOUS IMBALANCE EXISTS IN FILIPINOS' PERCEPTIONS OF AMERICAN MUSICAL ACCOMPLISHMENTS.

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 jan 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 06 apr 1978
Decaption Date: 01 jan 1960
Decaption Note:
Disposition Action: RELEASED
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment: 25 YEAR REVIEW
Disposition Date: 20 Mar 2014
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1978MANILA05499
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: CORE1
Expiration:
Film Number: n/a
Format: TEL
From: MANILA
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1978/newtext/t19780483/aaaacska.tel
Line Count: 110
Litigation Code IDs:
Litigation Codes:
Litigation History:
Locator: ADS TEXT UNRETRIEVABLE
Message ID: 91afd4b4-c288-dd11-92da-001cc4696bcc
Office: ACTION EA
Original Classification: LIMITED OFFICIAL USE
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 3
Previous Channel Indicators: n/a
Previous Classification: LIMITED OFFICIAL USE
Previous Handling Restrictions: n/a
Reference: n/a
Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
Review Date: 03 may 2005
Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 3047666
Secure: OPEN
Status: NATIVE
Subject: , \"THE ROLE OF MASS MEDIA
TAGS: n/a
To: WASHDC SECSTATE WASHDC MULTIPLE
Type: TE
vdkgvwkey: odb://SAS/SAS.dbo.SAS_Docs/91afd4b4-c288-dd11-92da-001cc4696bcc
Review Markings:
Sheryl P. Walter
Declassified/Released
US Department of State
EO Systematic Review
20 Mar 2014
Markings: Sheryl P. Walter Declassified/Released US Department of State EO Systematic Review 20 Mar 2014